

**ADVERTISING AGENCY  
SERVICES  
PUBLIC RELATIONS CONSULTING  
SUPPLEMENTAL APPLICATION**



**INSTRUCTIONS FOR COMPLETING APPLICATION:**

- Please answer all the questions. This information is required to make an underwriting and pricing evaluation. Your answers hereunder are considered legally material to that evaluation.
- If a question is not applicable, state "N/A". If more space is required to answer a question, please attach exhibit with the question number.
- Application must be signed and dated by authorized person.

APPLICANT: \_\_\_\_\_

1. Estimated Gross Annual Billings and Fees for Current Fiscal Period:

<u>Billings</u>						<u>Other</u>	<u>Total</u>
<u>Radio</u>	<u>Television</u>	<u>Newspaper</u>	<u>Magazines</u>	<u>Outdoor</u>	<u>(specify)</u>	<u>Billings</u>	
_____	_____	_____	_____	_____	_____	_____	
_____	_____	_____	_____	_____	_____	_____	

Fees

<u>Public</u>	<u>Mail Order/</u>	<u>Products of</u>	<u>Package</u>	<u>Other</u>	<u>Total</u>
<u>Relations</u>	<u>Catalog Sales</u>	<u>Film Radio</u>	<u>Design</u>	<u>(specify)</u>	<u>Billings</u>
		<u>or TV</u>			
		<u>Programs</u>			
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

2. Estimated annual income from all advertising activities: \$ \_\_\_\_\_

3. Indicate the approximate percentage of revenues from the following activities:

Public Relations Consulting	_____ %
Mail Order or Catalogue Sales Firm	_____ %
Publishing	_____ %
Broadcasting	_____ %
Production of films, radio, or television	_____ %
Photo services	_____ %
Package design / logos/ trademark / other corporate identities	_____ %
Music Services	_____ %
Other (specify) _____	_____ %

4. Is applicant a "full service" advertising agency?  Yes  No

5. Is applicant engaged in any business other than as an advertising agency or public relations firm? If so, please provide details:  Yes  No

\_\_\_\_\_

6. What is applicant's procedure for reviewing material for copyright/trademark infringement, personal injury and regulatory compliance?
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7. Does applicant obtain written releases with respect to creative material, image or talent from the following:
- Employees?  Yes  No
- Models?  Yes  No
- Free lance photographers, writers, composers, artists, musicians?  Yes  No
- Non-professional persons appearing in commercials or advertisements?  Yes  No
8. Do you require clients to review your work and provide you with legal sign-off on any material to be used in advertisements?  Yes  No
9. Does applicant:
- a. Perform market research?  Yes  No
- b. Engage in product testing?  Yes  No
- c. Develop new products?  Yes  No
- d. Provide printing services or assume liability for printing?  Yes  No
- e. Develop promotions, sweepstakes, contests, or games for clients?  Yes  No
- If yes to "e" above, and is more than 20% of your business, please complete the "Promoters and Printers of Lotteries" Supplemental Application.
10. Does applicant:
- a. Develop product names?  Yes  No
- b. Develop package design?  Yes  No
- c. Develop display design?  Yes  No
- d. Perform trademark design?  Yes  No
- If yes to any of the above, describe design procedures:
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11. Does applicant engage in comparative advertising?  Yes  No
- If yes, indicate the percentage of advertising that is comparative: \_\_\_\_\_%
12. Does applicant engage in advertising in countries other than the United States?  Yes  No
- If so, indicate percentage of gross billings:
- U.S. \_\_\_\_\_%
- Canada \_\_\_\_\_%
- Other (specify) \_\_\_\_\_%

If additional space is needed, please provide details on a separate attachment.

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I understand the information submitted herein becomes a part of my Professional Liability Insurance Application and is subject to the same warranty and conditions.

Any person who knowingly and with intent to defraud any insurance company or other person files an application for insurance containing any false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act.

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Signature of Owner, Officer or Partner

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Print or Type Name and Title

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Date (m-d-y)